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*The*

# REPORTER

## OF DIRECT ADVERTISING

THE LIBRARY OF THE  
OFFICIAL MONTHLY PUBLICATION OF THE DIRECT MAIL ADVERTISING ASSOCIATION, INC.

APR 11 1938

IN THIS APRIL 1938 ISSUE:



Setting a New High in Showmanship  
for Hotel Advertising . . . See above  
and . . . Page 4

A Ten Percent Return on first 1938  
mailing by an industrial advertiser Page 6

Broadcasting chains are "tops" with  
Direct Mail . . . Page 7

A short, short story—"The Henry  
Martin Case" . . . Page 9

Conster Brake Manufacturer writes  
new business record. Digest of a  
Direct Mail Leader . . . Page 16

Criticism and analysis of a Direct  
Mail survey . . . Page 12

How to increase Inquiry Returns  
Four Times. An idea worth the  
cost of a year's membership in  
the D.M.A.A. . . . Page 20

The latest Postal "Situation" . . . Page 24

First call for 1938 Direct Mail  
Leaders . . . Page 26

AND be sure to read YOUR FORUM  
and the running comments in  
outer column of all pages starting Page 3

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the material without further permission . . .  
and it's our hope that it will be helpful.

Price of this copy . . . 25c

Subscription . \$3 per year  
(12 ISSUES)



*Here is Your Kingdom*



The newest of the new! Fiesta!

Carnival of color in a brilliant  
deckle-edged paper. For arresting  
effects. For novel combinations.

With tremendously important sales  
possibilities for your direct mail.

## STRATHMORE FIESTA

Deckle edges colored both sides—6 with colored  
base; 3 with white base, and 3 with ivory base.

STRATHMORE PAPER  
COMPANY

WEST SPRINGFIELD • MASSACHUSETTS

# THE REPORTER OF DIRECT ADVERTISING

OFFICIAL PUBLICATION of the DIRECT MAIL ADVERTISING ASSOCIATION

PENNSYLVANIA HOTEL • NEW YORK, N. Y.

VOL. 1

Editor . . . Henry Hoke  
Associates . . . All of the  
Members of the D.M.A.A.

NO. 1

## "GENTLEMEN, IT IS APRIL"

It is an old story. It was used as an opener on many form letters. I feel like reviving the whimsical tale . . . of the book-worm college professor, who had secretly yearned all his circumspect life . . . for sun-lit holiday shores. Always he had been "repressed." He stood, this day, on the platform in his classroom, rambling on to drowsy students. His glances wandered as he talked, through the open window to the first buds of spring—to the birds, blue skies, lazy clouds and sprouting grasses. Suddenly he stopped. With a new fire in his eyes and his voice, he called "Gentlemen, it is April" . . . threw down his book, walked out through the door . . . into a new world. He never returned.

I think we need to walk out "into April" in business . . . in advertising. I'm fed up with ponderous rambling discussions of advertising; with classroom alarms over our government, the future, and the easy possibility of everything going to hell entirely. Fed up on misunderstandings and misstatements and overstatements of advertising. Fed up with the breed of business men whose answer to fear is to "cut out advertising".

So . . . I'm walking out . . . into this April issue of a publication which we sincerely hope will be different, fresh and clear.

Don't expect funny stories, pretty pictures, candid camera shots, tricky typography, modern art, crossword puzzles, long winded articles or publicity puffs. This new official publication will report simply the truth about a great form of advertising.

I make no apologies for tackling the job of *the reporter*. The D.M.A.A. is the logical source of authentic information. Its files are truly brimming over with case histories, facts, specimens. During the last five years, *your reporter* has had the rare privilege of traveling over most of this country staging exhibits, meetings, researches, and visiting with people who are making advertising pay.

Direct mail—or direct advertising—has grown up. It is a primary medium. It is still misunderstood, mistreated and otherwise manhandled. It needs . . . and deserves . . . an official clearing house of truth. I hope that you will like the informal, unadorned style of giving you information. Send us your comments, criticisms, suggestions, questions . . . or perhaps your words of approval. And say a "thank you" with us, to those supporters and advisors who made possible this April starting of

Your Reporter . . . H.H.

1097347

## YOUR FORUM

*Snatches of letters and ideas from members. Readers are urged to answer . . . or throw their own hat in the ring.*

### Contemporaries— Please Note

• There is, in my opinion, a place for such a journal if it is edited in the interesting and authoritative manner in which I am sure you will tackle it.

As for ourselves, we, of course, are not greatly interested in academic discussions, but we are keenly concerned with developments and trends in the field of mail order merchandising. My criticism of the contemporary advertising journals is that they devote very little space to the problems of the larger mail merchandisers. Admittedly, there are not a great number of us, and it may be that they are entirely right in their action, but I am giving you my viewpoint for what it may be worth.

Maxwell Droke, Publisher, 1014 N. Pennsylvania Street, Indianapolis

### Case histories are backbone of D. M. A. A. Library

• No new suggestions for contents for your publication; the fact that you intend to use case histories is sufficient for me. This is the finest job the Association has ever done—to get complete case histories of advertising campaigns and organize them into the fifty portfolios presented each year at the exhibits. This job is something the D. M. A. A. has a right to do a lot of bragging about.

Wayne C. Kilbourne, Northwestern National Life Ins. Co., Minneapolis, Minnesota

### Three suggestions

• 1. I think there are too many people getting into the list business. After so long a time a concern starts to break down into several little ones. It must look too easy to those on the inside. Could D. M. A. A. approve concerns in

(Continued)



## YOUR FORUM

(Continued)

the list business by making them qualify as to capital, experience and integrity?

2. I would suggest for the theme of the next convention: "Back to Fundamentals." We have had a lot of talk in recent years about showmanship and the general powdering and rouging up of the sales presentation; now, perhaps we ought to swing back in the other direction to some of the quiet, thoughtful features of selling.

3. We don't care whether anybody else gets into the Direct Mail business or not. If the Association doesn't need more members in order to hold up and do a good job why not concentrate on intensifying the service to present members. I think you are already getting off on the right foot with the starting of the official monthly publication.

*C. B. Mills, O. M. Scott & Sons Company, Marysville, Ohio*

### REPORTER'S NOTE:

1. Wish we could. 2. We will. 3. We do need members.

### Likes Chart

• The Direct Mail Advertising Chart prepared by Richard Messner and your office last year is one of the best pieces of material ever released. I doubt if it has been appreciated. Much more emphasis should be directed to push its use. Why wouldn't it be a good idea to use it to get new members.

*Norman V. Ventriss, Executive Secretary, Western Paper Merchants Association, Chicago, Illinois*

Reporter's Note: Due to high cost, the charts are being sold at \$1.25 each. Size 25" x 38", printed in 2 colors on heavy paper suitable for framing.

### Good advice for Direct Mail producers—

**SELL THE SIZZLE  
NOT THE STEAK!**

• I am becoming more and more convinced of the urgent need on the part of those of us engaged in the direct mail advertising business or one of its component parts to sell our product for what it will do from our definite knowledge of facts, rather than to sell our product after someone else has decided what it will do.

This is a rather awkward way of saying—  
(Continued)

## SETTING UP IN SHOWMANSHIP FOOT

The Gold Palm of the month is awarded to C. K. (Copper) Dwinell, manager of French Lick Springs Hotel and to the producers of his striking campaign, the Keller-Crescent Company of Evansville, Indiana.

In March of 1937, your reporter attended a hotel salesmanagers meeting at French Lick. We said then that this magnificent convention center, with all of its inherent showmanship characteristics, needed a merchandising campaign as different and as spectacularly beautiful as the hotel and its surroundings.

Copper Dwinell gets the Palm. We will describe the campaign briefly. It has to be seen to be fully appreciated. Copy available in D.M.A.A. Library—and it will undoubtedly be shown at the Chicago D.M.A.A. Convention.

### THE CAMPAIGN—

*Purpose:* To solicit association and sales conventions for French Lick Springs Hotel.

*Timing:* The "teaser" mailings and the deluxe book are sent to reach association or company executives just before the location of their next convention is to be selected.

*Method:* A series of "teaser" mailings, including a picture postcard of French Lick, a "geography book" which shows location, a leather billfold containing a stretchable dollar bill, and a revolving die-cut disc which illustrates "one long round" of pleasure. These mailings are used to build up interest in the final mailing of the campaign—a deluxe book that presents complete details of French Lick's convention facilities.

### THE CLIMAX—

is a handsome, impressive deluxe book, (12" x 14") which answers every question that an association secretary, convention chairman or sales executive might ask about French Lick's convention facilities.

The die-cut frontispiece of the book is reproduced on our cover. This frontispiece is reminiscent of the beautiful third dimensional cover of the Holland-American-Line-Statendam booklet produced several years ago. It's a triple action folded cut out—but printed on only one side of the paper—in pleasing colors.

The book is copiously illustrated with fine photographs and drawings. It anticipates every possible question regarding French Lick's location, climate, facilities, recreation, costs and past convention records.

To individualize each book, personal letters from French Lick's president and manager are tipped in, together with letters of



# NEW HIGH HOTEL ADVERTISING

recommendation from other associations and groups that have convened at French Lick.

Specific data for each prospect is furnished in special menus for each convention's needs, inserts containing special convention rates, and a diagram containing the weather forecast for the convention period.

The entire book is spiral bound (double). The heavy board cover opens gate-wise; it is closed with a miniature chain and padlock.

As everything about the book is extraordinary, so is its delivery. At 10 o'clock in the morning, a messenger boy presents to the prospect an envelope containing an unidentified key. Immediately after lunch, the same messenger reappears with a box containing the padlocked book.

## RESULTS—

This campaign has, after three months' trial, proved to be one of the most effective convention promotions we ever tried. We are not only getting tangible results in the way of new conventions but we are also receiving considerable commendation from other members of the hotel industry on the excellence of this program. (*Letter from C. K. Dwinell*)

Congratulations, Copper Dwinell. May the Pluto Water be inexhaustible—or at least sufficient for the thousands upon thousands of visitors you so rightly deserve!

\* \* \* \*

Additional information just received from C. K. D.

Note that the key to the large booklet and the booklet itself are both delivered by Western Union. The key is delivered at 10:30 in the morning and the booklet at 2:30 in the afternoon. Incidentally, these times were selected for the following reasons: The key comes in in the morning when the ordinary executive is fairly busy. Because it is delivered by Western Union he will pay some attention to it, but he hasn't enough time to read a lot of literature then so the large booklet is held until 2:30 in the afternoon when he returns from lunch and is in a more pleasant (we hope) frame of mind.

## A TEN PERCENT RETURN ON FIRST 1938 MAILING

Here is a letter from W. J. Ramsey, Elwood City, Pa.

You may be interested in the results of the first mailing of our Campaign for 1938. We have not reduced our expenditure for Direct Mail under last year. In fact we are placing more money into the Direct Mail Campaign in order to improve its appearance.

On January 24, we mailed the first of a series of eight pieces and have

(Continued)

## YOUR FORUM

(Continued)

ing that radio, billboards, newspapers, magazines, and other forms of advertising do a very much better job in selling their product to a customer for what they claim it will do than we do. We seem simply to gather the crumbs from the table. There are thousands of potential advertisers in the country who do not employ advertising managers, but who wish to advertise their product. Along comes a newspaper and sells him, when it might have been that direct mail might have done a better job for his specific selling problem. All of these other agencies try to get all of the advertiser's dollar, whereas we meekly ask for a little piece of it in conjunction with the other advertising.

Let's sell direct mail advertising, not catalogs, not broadsides, not some other printed piece that our customer has already decided he was going to buy from somebody himself.

*R. M. Beckwith, Vice-Pres. & Gen. Mgr., Minneapolis Paper Company, 400 South 5th Street, Minneapolis*

### The reporter promises to "crack down" on Rackets

• I have a thought sticking under my hat that I would like to throw into the ring for whatever it may be worth. This thought concerns all advertising, of whatever nature, and affects the very foundation upon which advertising has been built and exists—truthfulness.

The statement that "a good advertisement will sell you something that you don't want" is accredited (or discredited) to some advertising man and is being used extensively to the detriment of advertising by those who seek to undermine it. In my opinion a good advertisement will sell you something that you *do* want and will give entire satisfaction and meet its advertised claims throughout its natural life, thus creating the desire to repeat a satisfactory transaction.

The abuse to which advertising is being subjected has reached serious proportions. This is clearly indicated by the results of a recent survey conducted by the Crowell Publishing Company, and from other reliable sources. Advertising must cooperate with the Better Business Bureau and start a real house cleaning campaign of its own. Entirely

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## YOUR FORUM

(Continued)

too many advertisements, and this includes every branch of the profession, are making unwarranted and unsubstantiated claims for the product advertised. In many cases it would be much easier to prove the statements false than to prove their truthfulness by fact.

Therefore, I would suggest a department in the new publication devoted entirely to this phase of direct mail advertising. It might be editorial in format, or take any other shape deemed most expedient and effective. It would hit *hard*—right from the shoulder—with case examples, whenever such direct mail pieces are available. I would not mince words, but mention the advertiser's firm name, the product advertised and the unsubstantiated claims made for it, and place the burden of proof upon the advertiser. Undoubtedly the Better Business Bureau would be glad to cooperate with the publication in this respect.

Occasionally trade paper advertisements of this nature are justly criticized in the special articles in Industrial Marketing entitled "O. K. as Inserted" and written by "The Copy Chasers" anonymously.

If the new publication can convince the direct mail advertising fraternity of the seriousness of the situation and awaken in it a realization that an about face will be of material benefit to advertising as a whole, it will have accomplished one service which would justify the continuation of its publication. Direct Mail advertising has reached such tremendous proportions, that its reputation cannot be, or should not be permitted to be, jeopardized by the intrigue of a few offenders.

K. E. Kellenberger, Adv. Mgr.,  
Union Switch & Signal Company,  
Swissvale, Pa.

### A job for manufacturers ... and the reporter

• We, here at the N. C. R., are interested in the latest in direct mail; what others are doing; postal rules and revisions; methods of handling inquiries; yes, and the fundamentals, too.

One of the big things in our dealing with retailers through our service here is the very great need for direct mail adapted to retailers. Retailers, in the main, just don't know what to do in the way of direct mail advertising. I don't mean the large department stores or specialty shops, for they are

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## A TEN PER CENT RETURN

received the greatest response we have ever experienced to date. Our list (12,000) comprises companies rated three A's and above. We have received to date 10% response or about 1200 requests for the key piece.

For your information we enclose the letter used, the reply card, the illustrated folder, and the key piece of the campaign entitled "Natural Laws Applied to Production." You will note the writer made use of an experience, encountered at the D.M.A.A. Conference a few years ago, when preparing our letter. It refers to the remarks of the Purchasing Agent who addressed the Industrial Session at that time.

Your reporter would rank the inquiry getting letter as *tops* even if percentage of replies had not been stated. It is short, sincere, and just right. It was multigraphed and filled-in neatly:

Great Atlantic & Pacific Tea Co.,  
Eden, Wisconsin

Attention: Superintendent

Gentlemen:

A few years ago the Purchasing Agent of an eastern concern, addressing a group of Industrial Advertising Managers was asked . . . "What kind of sales literature do you want from your suppliers?" He replied, "Give us something we can use."

The book offered in the enclosed folder has been designed and edited with the idea of giving you that "something you can use". It deals with a fundamental principle of industry and shows how only recently the natural laws of production have been recognized and formulated.

I want you to have a copy of this enlightening book; it will change your whole concept of materials handling and its place in production. Simply sign and mail the enclosed card, the book will be forwarded free of charge. No follow-up on my part will be made unless, of course, you request that I call for the purpose of further discussion.

Very truly yours,  
MATHEWS CONVEYER COMPANY  
(signed) Fred F. Stoll

This mailing illustrates an old direct mail custom which few follow or appreciate. To wit:—**When you have a valuable informative catalogue or booklet, it is better to send out an inquiry-getting mailing, rather than send the key piece to the whole list. And, when sending an inquiry-getting, key-piece-describing circular, you will increase returns by using a transmittal letter.**

The natural tendency of a less skilled advertising man, who had created a booklet as fine as "Natural Laws Applied to Production," would be to let it ride to the whole list. But, W. J. Ramsey gets a post graduate certificate (or something) for knowing the natural laws of direct mail merchandising as well as he knows conveying.

Flash: Supplementary report received as we go to press:

Literally, we are snowed under. Our January 24 mailing finally closed with twelve hundred fifty replies, better than 10%. On March 7, we sent our second letter and piece to the same list and in the four working days possible for us to receive responses we have accounted for seven hundred eight (708) additional inquiries plus nine (9) requests for our Field Engineers to call.

You folks recognized our campaign of 1937 through an award in the Machinery Division. During that period we received a total of nineteen

## TU FIRST 1938 MAILING (Continued)

hundred (1900) requests for the key piece and one hundred seventy-five (175) requests for Field Engineers to call.

From the first two mailings of this year, i.e., January 24 and March 7 we have nineteen hundred and fifty-eight (1958) requests for the key piece involved and thirty-four (34) requests for Field Engineers to call. This in a period of seven weeks.

Answering yours of the 10th, your decision to publish a regular monthly D.M.A.A. publication is certainly in order. In the past five years I have attended annually the D.M.A.A. and N.I.A.A. conferences. Many men connected with Advertising and Sales Promotion are missing a wonderful opportunity in not taking advantage of membership in both associations. The writer owes both a considerable debt and I doubt very much whether the experience gained from their activities could be purchased.

Choice of Chicago for next year's convention is a good one. Whatever the Convention theme, it should imply *work*. There are many connected with the advertising fraternity who are inclined to rest on their oars. Direct Mail will work if those responsible will work.

To the last sentence, we say amen! And to Mr. Ramsey *your reporter* awards the gold palm . . . for intelligent achievement in direct mail.

## BROADCASTING CHAINS ARE "TOPS" WITH DIRECT MAIL

All three broadcasting chains were among the Direct Mail Leaders of 1937. From present indications they are now excelling their past perfect performances. It is estimated that the three chains will spend approximately \$200,000. in direct mail promotion in 1938.

Radio advertising and direct mail go hand in hand and it is only natural that *radio* should use direct mail to sell its services to a highly selective market of sponsors.

Super-excellent example of radio's use of direct mail is recent N.B.C. mailing of 32 page and cover 9" x 12" brochure, describing its promotion of national music culture. By pictures, satisfyingly arranged words, and by every possible element of culture and richness, they tell the story of Toscanini, the Metropolitan, Darnrosch, and other musical events and persons that have made radio history. The cover is unique in that it bears no wording, — just a reproduction of an ancient manuscript of the earliest chamber music composed in the United States. Tied around the brochure is a red ribbon, held in place by the saddle stitch.

We like, too, the briefness, dignity and "good copy" of the *transmittal letter*:—

It may surprise you to hear that less than 30 per cent of NBC's radio day on each Network is paid for by commercial sponsors—the remaining 70 per cent taken up with programs presented by NBC . . . to maintain an

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## YOUR FORUM

(Continued)

usually well organized; but I do have in mind the small retailers, of which there are well over a million throughout the country. I am constantly receiving requests for help on increasing sales and direct mail provides the answer in many of these cases. I believe a retailing department should be given some consideration. Certainly many of your members work among retailers.

R. H. Koch, Merchants Service,  
The National Cash Register Company,  
Dayton, Ohio

### Thanks for the lift!

Dear Henry:

Thanks for letting me see the "roughs" of the new Reporter. Read all of the pages at a sitting. Think the Direct Mail trade is going to be tremendously benefited by your return as the O. O. McIntyre-Walter Winchell of profitable selling behind a postage stamp. As soon as they recover from the shock of discovering how showmanship enlarges and reinforces the more conservative virtues you will be swamped with sincere cooperation. Meantime I am

Sincerely yours,  
K. M. Goode

### Insufficient postage rule irritates!

#### BUT HUSBANDS BETTER WATCH POSTAGE TOO!

● The latest we've met is the new insufficient postage arrangement of Mr. Farley's department. Mrs. Mayer wrote a letter to a friend in Evanston from Evanston with local postage of 2c thereon. I was given the letter to mail and because I got a lift that particular morning, carried it to Chicago. I intended adding a 1c stamp and mailing. However, it was gathered up with the outgoing mail before the extra stamp was affixed.

Yesterday, Mrs. Mayer got a card on which was stated that a piece of mail was being held for insufficient postage; a 2c stamp must be included (1c more than necessary) and the card plus the 2c stamp must be enclosed in an envelope bearing a 3c stamp. In other words, the postage will cost 7c. A further remark stated that if this regulation was not complied with within 2

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## YOUR FORUM

(Continued)

weeks, the mail would be forwarded and collected from the addressee.

First Class mail being in transit over 2 weeks within a territory of less than 20 miles. Why the paper merchants' messenger could beat that by a day!

I think the old system of forwarding and collecting insufficient postage from the addressee is a much better system. It at least doesn't cause unnecessary and unwarranted delay.

R. A. Mayer, *The Mayer & Miller Company, 525 South Dearborn St., Chicago, Ill.*

### House Magazines Need Humor . . .

• I think the monthly publication idea is good. We need this to remind us that we have the D. M. A. A. Library always available when we need help. Sometimes we forget to use it when in search of an idea. A little humor, in my opinion, will help relieve the dryness that is apt to creep into a monthly magazine. Our house magazine is now in its 15th year and its long life and popularity is in large part due, I believe, to the fact that we have used humor since the beginning.

George G. Fetter, Jr., *Louisville, Kentucky*

### Wants Early Convention . . .

• Your letter contains the first information I have had as to the time and place of the 1938 convention. I think it is a good plan to have it that far west this year, because I think it would be a serious mistake not to put it in or near New York in 1939. Personally, I would like to see the time for the convention advanced a month each year until it is held in late June or early July. Late September or early October is not only a very busy season in the direct mail year, so that it is difficult to spare the time from your desk, but also it comes after the fall and winter work has been planned and scheduled instead of coming in June or July before the fall campaign is planned, and when information obtained at the convention might be put promptly to use.

George Dugdale, *President, Delane Brown, Inc., Towson, Maryland*

## BROADCASTING CHAINS ARE "TOPS"

(Continued)

eager responsive market. Broadly speaking, this 70 per cent constitutes our "editorial content."

During the past eleven years, good music has filled an increasingly important part in the programs presented by NBC over its Blue and Red coast-to-coast Networks. A discussion of what NBC has accomplished in raising musical standards during the eleven years of its existence is told in the enclosed booklet, illustrated with many informal photographs of performers, conductors and orchestras.

Great programs attract great audiences—and NBC Networks have the programs, both sponsored and sustaining.

\* \* \* \* \*

Every other form of advertising uses direct mail to promote its own service to a selective market. Newspapers, general magazines, business papers use it—in great gobs—for circulation and space; outdoor, display, car card use it for reaching advertisers. And most of the other forms of advertising recommend direct mail to *their clients* in order to complete the merchandising picture. The old days of strong antagonism toward direct mail are no more. Well, nearly so. The worst discordant note is reflected in the figures of the billings of advertising agencies. Last available figures indicated that only 1% of agency billings were for direct mail.

What's wrong with the picture? Is the 15% commission still the stumbling block that causes the agency to shy away (and shy clients away) from direct mail? Can't the agencies devise some system of service fees, instead of commissions? (We admit that the creative and supervisory work on an \$8,000 direct mail campaign is *worth more* in fees than the 15% commission on a page in the S.E.P.) Couldn't the four A's undertake a study to determine how the agencies could set up direct mail departments and run them efficiently *at a profit*?

There is something wrong with the picture someplace. Agency billings, — only 1% for direct mail. Direct advertising volume somewhere around a half billion dollars. Industrial advertisers using 34½% of their appropriation for business papers (and rightly so) and about the same amount for direct mail. Some lines of business using as much as 80% of their appropriations for direct mail. Who is creating all of this advertising?

A recent survey of 1100 companies in 49 industries showed that 58% of the direct mail volume originated in the advertising departments of the *advertiser*. Perhaps that is the answer, — that direct mail is so complex, so exacting, that it must be handled by experts who are close to the individual business. But . . . (whisper) we know that isn't true, because we have seen many remarkable campaigns prepared by agencies or direct mail counselors. So . . . it can be done.

Your reporter offers these pages for an *open forum* on the subject, — without malice, without prejudice and with only a sincere desire to get to the truth about a subject which has been a sore spot in advertising for a long, long time.

# THE HENRY MARTIN CASE

A short, short story

by EARLE A. BUCKLEY

Author of "How To Write Better Business Letters" and "How To Sell By Mail"

It was about six o'clock, two weeks ago tonight, that I happened in on Henry Martin and found out what happened. Gad! I'll never forget it.

He was all slumped over in his chair behind the desk. I almost froze in my tracks until I saw him, slowly and sort of dizzily, raise up and give a sort of half hearted welcome.

"Hello," I said, "what in heaven's name is the matter with you?"

Henry, glad I think of someone to talk to, replied, "Sit down and I'll tell you, although if you laugh I'll break every bone in your head. You know that gadget I've been trying to sell by mail? Well, I've sent out three test letters, all different, all testing different parts of the campaign, and the only thing I've found out so far is that nothing works any better than anything else.

"I've used good copy. I know that because I swiped the major portion of a letter successfully used by a very large mail order company. I made up a darn good looking folder, two colors, that pictured the product and every one of its features. I enclosed a 'Quick—buy now' reply card and sent the whole works to what I feel sure was a good, live list of potential prospects. Went after them three times, mind you, and not from any one did I get enough in returns to pay the postage."

"How long has this been going on?" I interjected in my best professional manner.

"About two months," he replied, "but wait, I'm not finished. This morning after pondering over the problem for the last several days, I suddenly got a bright idea.

"I'm going into competition with my own campaign", I said. 'I'm going to go out and see if I can sell the doggone things myself'.

"Well, to make a short, short story out of it, I've been calling on people all afternoon—calling on people who could use these things if anybody could and do you know how many I've sold?"

I didn't like to say, so I just shrugged my shoulders and hoped he wouldn't break down as he gave me the answer.

"Not a lousy one! NOT ONE! And you know what I think? I've come to the conclusion that no matter how good a gadget you have, if you can't sell it by personal salesmanship, YOU CAN'T SELL IT BY MAIL."

Author's Note: What! Your name is Henry Martin? Sorry, but it was just a coincidence. I just picked it out of the air.

## YOUR FORUM

(Continued)

### Advice for Editors

• For the luvapete, try to keep the scissors away from the editor—and try to keep the articles from being too academic. I've had some experience with House Organs—and followed the advice of an old uncle of mine who was one of the most successful country newspaper men I ever knew. He said "Merrill, if you publish a newspaper or magazine, mention people—I try to mention everyone, including the dog, at least once a year." I kept the "House" out of the House Organs as far as possible—and talked about the dealers, the salesmen, the clerks—and had fairly good success.

Merrill E. Jackson, 702 West Twelfth Street, Kansas City, Missouri

### "Stuffers" need attention. The reporter asks for samples

• About nine out of ten of all the "stuffers" that come our way are worthless—drab, colorless, uninteresting and headed direct for the waste basket. An article, with illustrated examples, might demonstrate the worth of giving these "little brothers" of advertising the same careful, thoughtful attention that achieves results for the masterpieces.

A. N. Grates, Sales Mgr., Webb Publishing Company, Tenth and Minnesota, St. Paul, Minnesota

### Many mailings ruined . . . or weakened . . . by poor envelopes!

• With all due humility, I don't believe that direct mail advertising men give proper recognition and cognizance to the importance of the envelope in direct mail advertising. For years we have been promoting the important part that the envelope can play in the success of a mailing. Appearance alone is important but beyond that we believe that most envelopes containing advertising should not only be of good appearance but should have ideas in ink printed on them that attract the attention to a pile of mail on the recipient's desk and exert the necessary

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## YOUR FORUM

(Continued)

influence to make the recipient want to open the envelope to give the contents a reading. In other words, we feel that the ATTENTION element that most advertising men put on the front or outside of the mailing piece should be placed upon the envelope instead.

Feeling as we do, that the envelope is the red-headed stepchild of direct mail advertising, we believe that your publication can offer constructive assistance to your readers in the proper use of envelopes that will bring greater returns to direct mail advertising and thereby enhance the development of direct mail advertising as a medium.

*F. W. Randolph, Sec.-Treas., Heco Envelope Company, 4500 Cortland Street, Chicago, Illinois*

### Too many to digest . . . we will report highlights!

• Wonder if you could include information on how to use the services of the Direct Mail Advertising Association. In other words, would it be profitable to merchandise the Association to its membership? Then, too, we were wondering if it might not be a good idea to include a monthly digest of Direct Mail Campaigns on file in the Association Library. This would furnish information and ideas to the members, and at the same time, would again sell the service of the Association to members or prospective members.

*Paul G. Parkinson, Advertising Manager, Hardware Mutual Casualty Company, Stevens Point, Wis.*

### Another job for the research department

• There does not seem to be any definite trend in the use of direct mail by broadcast advertisers. The fact is that practically all of our clients use some direct mail, if you apply the term in a broad sense.

Every advertiser who makes an offer on the air starts a direct mail contact with potential consumers, which is sometimes followed through quite actively, and in other cases stops when the request from a listener has been filled.

Not all of our advertisers use a mail  
(Continued)

## COASTER BRAKE MANUFACTURING

Case History of a Successful Direct Advertising Campaign

Digested by W. Bryce DeLong

Every business has a sales problem and more often than not the solution lies in the intelligent use of Direct Advertising.

New Departure, a Division of General Motors, manufacturer of coaster brakes for bicycles, had a problem and found this to be absolutely true. A little Direct Advertising helped the company to write new business records.

### THE PROBLEM

New Departure wanted "to get more specifications for its coaster brakes on orders for bicycles."

The big job was to lodge in the minds of buyers certain ideas about New Departure Coaster Brakes. That job required salesmanship—the ability to gain the attention and interest of buyers, show them the advantage of the product by explaining, illustrating, demonstrating and proving its various features, and convince and persuade them to specify New Departure Coaster Brakes when placing orders for bicycles.

A made-to-order opportunity for Direct Advertising to do a job.

### THE MARKET

New Departure's market was represented by department, chain and other stores, which did not have repair facilities and which did not want to be bothered with future servicing problems. The mailing list was composed of 2900 hand-picked names of buyers and merchandising managers of department and chain stores (who purchase more than 75% of all the bicycles sold) and retailers in certain territories where competition had an advantage at the time.

### THE CAMPAIGN

The campaign consisted of eight (8) 8 $\frac{3}{4}$ " x 11 $\frac{1}{2}$ ", two and three color, illustrated four page folders, printed on Buckeye Cover Stock. The first page of each folder carried teaser copy in informal style to arouse curiosity and interest. Here are some of the first page captions: "No More Headaches on Bicycle Service . . . They Roll Out and They Don't come Back . . . Real Saving for the Bicycle Owner . . . Longer Life keeps Customers Satisfied . . . Sell Safety, make Friends . . . Why Buck the Tide . . . They All Admire Power . . . Trouble stay 'way from my door!" Page two clarified the meaning of the caption on page one. A trade paper advertisement tipped on to page three did the serious selling. Each mailing piece emphasized one feature of New Departure Coaster Brakes. The campaign was selected by the judges of the Direct Mail Advertising Association as one of the 1937 Leaders.



# WRITES NEW BUSINESS RECORD

campaign. One of the 1937 Direct Mail Leaders  
Del. Promotion Counselor.

## DURATION OF CAMPAIGN

The New Departure campaign ran from January to October. The intervals between mailings were timed to let each point sink in.

## THE COST

The cost per piece, including postage, was approximately 10c.

## THE RESULT

In commenting on this campaign, Mr. Carelton B. Beckwith, Advertising Manager of the company, who was responsible for the ideas for illustration and copy, wrote:

The direct mail campaign was exceptionally successful because, though different, it employed a bit of whimsical humor plus well-proven principles of advertising. The year 1936 was the biggest in the company's history and 1937 to date (first 7 months) was 60% ahead of 1936. Much credit must be given to this campaign . . .

## THE HOW AND WHY OF THIS SUCCESSFUL CAMPAIGN

The success of the New Departure campaign can be traced to:

1. A careful analysis of the sales situation—a thorough check up of the product, the market, the method of distributing, selling, advertising and merchandising and known sales resistances to determine what to do and how to do it.

2. Sound plan, based on the analysis that outlined a step-by-step procedure to batter down sales resistance, so as to attain pre-determined sales objectives.

3. Sound advertising—selling messages, based on analysis and plan—for when copy is based on analysis and plan it is clear, readable, understandable, interesting and believable; it is concrete, specific, convincing and persuasive; it secures the desired action, in a profitable number of instances, because it presents the advantages of the product in the right selling and rhetorical sequence.

Direct Advertising is the act of selling goods or services by the written or printed word. It is an evolution of one of the oldest arts on earth—the art of winning other men to the side of the speaker or writer. It is the art of convincing and persuading.

Direct Advertising should never fail to produce profitable results and when it does the cause is to be found almost invariably in a lack of understanding of the basic laws and principles of advertising and selling, as well as a lack of ability and skill in applying them to achieve profitable results.

\* \* \* \*

**Reporter's Note:** Next month we will digest a complete case history of the prize winning Ediphone campaign, division of Thos. A. Edison Company, West Orange, N. J.

## YOUR FORUM

(Continued)

follow-up in their contacts with consumers, but almost all of them use direct mail in their sales promotion work, with mailings of one kind or another to their sales force and to dealers.

I wonder whether the D. M. A. A. would be interested in sending a questionnaire to all broadcast advertisers, asking them for information about their use of direct mail with their radio campaigns?

*E. P. H. James, Advertising & Sales Promotion Mgr., National Broadcasting Company, Inc., Radio City, N. Y. C.*

### Use No. 49 in a class by itself

● Will you have a department on direct mail work for charity?

Please recall that this field, a very large one, requires a special technique. Literature, letters, methods of presentation employed to sell shoes will not lead people to sacrifice for a philanthropic or religious motive.

Few direct mail organizations give much attention to this, and hence so frequently the cheap, commercial tone to what requires a calm, dignified, yet happy approach and an appeal to the finer instincts throughout.

*Rev. John J. Considine, M. M., Promotion Director, Catholic Foreign Mission Society of America, Inc., Maryknoll, New York*

### The Highway to Business

● In these days of confusion and perplexity, business is too frequently getting off the highway by cutting advertising budgets, pulling up to the side and parking, cutting corners, and making unnecessary detours, etc. etc.

Like the old Appian Way, which was built several thousand years before Christ, it is still a highway because it leads to Rome. That's why it's called a highway because it has a goal and leads to somewhere. Let's keep business on the highway of Direct Mail Advertising because it is one good highway out of the business traffic jam.

You ask, "What are we doing to counteract what is happening?" You can readily see by the enclosed postcard that we are looking straight ahead and are asking our dealers' customers to do the same, giving them an op-

(Continued)

## YOUR FORUM

(Continued)

portunity to book now on Kingscrost Hybrid Seed Corn for 1939.

We merely slip this double postcard in with the current price list and, without any further solicitation, have already booked several thousand bushels and it hasn't been out a week. Our price list is offering merchandise for immediate shipment, whereas this card is for 1939. We are keeping on the highway.

*I. S. Lindquist, Sales Promotion Manager, Northrup, King & Company, Minneapolis, Minnesota*

### Dead Beats always active!

• I feel sure the mail selling group would welcome some effort by the association to eliminate dead beats and poor credits. I have people who have hooked me and I would like to pass this information on to others. I don't know whether you could print such a black list or not, but it would surely be a help to lots of people. Every mail order outfit has names that order with no intent to pay the first time. I am willing to spend something on such people if we could stop them, but they take the next fellow for a ride when they get a chance. The post office will do nothing unless there are a number of complaints. Perhaps with several complaints of a name, something could be done by the Post Office authorities.

*Ralph Thompson, Perrin & Thompson, Winterhaven, Florida*

#### NOTE:

Your reporter thinks mail order people should have clearing house—and report to P. O. where multiple cases are shown. See chapter devoted to this in Robbery by Mail.

### Professionally unprofessional

• You ask for advice regarding your new magazine. My only suggestion is that you have material appearing from month to month for the fellow like myself who is non-professional as regards his advertising. In other words, I think there should be more stress given to the fellow on the sidelines than to the member who sells mail advertising.

*Ernest Dudley Chase, Rust Craft Publishers, Inc., 1000 Washington Street, Boston, Massachusetts*

End of your FORUM for this month. What do YOU say?

## A SURVEY OF DIRECT MAIL

Can't someone, sometime originate a really intelligent questionnaire form for a survey of direct mail? We'll probably get around to it ourselves if we get mad enough, and can get Neal Borden, Howard Hovde, Kenneth Goode, Dr. Gallup, Leonard Raymond, and a few others to help us.

Sometime ago an individual printer attempted a survey of "Direct Mail Promotions." We sympathize with the purpose, but cringe at the mechanics. An impressive array of thirty-nine questions were printed in a folder and sent to thousands of advertisers.

If anyone could answer intelligently some of the questions, we'd probably eat them. We imagine that many of those questioned gave up when they came to the following—and consigned the questionnaire and Direct Mail to the waste basket.

**"Does it (your direct mail promotional literature) print in more than one color? If so, how many colors?"**

How could anyone check that on a year's program, Shades of Direct Mail . . . the most flexible medium. Color is just another tool to work with. It is used when, as and if it is appropriate.

**"If printed in one color only, is it usually black?"**

We are told that there is more black ink produced than any other kind of ink. No one has yet invented a satisfactory substitute for black, when only one ink is used.

**"What is your general policy as to the form it takes? Dramatic . . . Humorous . . . Informal"**

How about simple, rich, realistic, emotional, formal or some of the other elements of style (not form)?

**"Do you use two or more different formats to tie in with the same campaign?"**

**If so, which of the following formats are tied in together: folder, booklet, brochure, pamphlet, promotional catalogue, broadside.**

**If so, please list order in which they are usually mailed."**

Now how can any sane creative mind (if there be sanity) answer that? First, the list is incomplete. According to the famous checking chart issued by the D.M.A.A. there are 15 major forms of direct mail, plus ten subsidiary forms—to wit: letters, broadsides, booklets, mailing cards, catalogues, house magazines, enclosures, blotters, sales manuals, counter cards, brochures, tags and labels, die cut folders and novelties, and the ten subsidiary forms—bulletins, illustrated letters, jumbo letters, miniature letters, dual-use letters, self mailing folders, miniature newspapers, postal cards, portfolios and window strips.

Secondly, no one, before actually planning and completing a year's campaign, with supplements, could say definitely which followed which, or what tied in with what. Each form is simply a

(Continued)

# for COLORFUL *Low Cost Printing* SARATOGA *Tints*

SARATOGA colored BOOK gives a two color effect in monotone printing at no additional cost. It is available in *English Finish*, *Super Calendered* or *Antique Laid*. Here's real value for your paper dollar, for SARATOGA BOOK has been especially developed to meet the demand for a low-priced paper which has both excellent appearance and fine printing qualities.



## *Send for Your Copy*

A request on your business letterhead will bring you a copy of this new broadside which shows the printability of SARATOGA BOOK and the attractive tints available.

Address All Requests to Sales Dept. A  
**INTERNATIONAL PAPER COMPANY**  
220 East 42nd Street New York, N.Y.

## *English Finish*

A smooth-surfaced paper for the production of economical halftone printing. *Seven colors* and bright white.

## *Super Calendered*

A high-finished paper for color and halftone work where extra sparkle is needed. *Seven colors* and bright white.

## *Antique Laid*

Well-defined laid marks and a fine printing surface. *Six colors*, exactly matching the colors in the other two finishes and bright white.



# SARATOGA BOOK

INTERNATIONAL PAPER COMPANY



### **C.O.D. Cards? or Prepaid Postal Cards? To Get Replies**

Telephone inquiry to D.M.A.A. library: — "Should we use printed C.O.D. reply cards or penny government cards? We've been told the stamped cards pull more replies".

Snap Judgment Answer: — Even though you get your paper for nothing, don't use the stamped card. C.O.D. reply card system now generally well known. We don't believe the stamped card would have any marked effect on returns, so why waste all the postage. We will ask our members about it.

QUESTION:—Can any readers give your reporter results of recent tests between C.O.D. Reply and Government Cards.

### **Speaking of Calendars . . .**

Chevrolet added a new note in dealer direct advertising helps. Its size . . . 8 1/8 by 7 1/8 . . . is *convenient*. The first month was November, the introduction month for the new models. For each month there is a seasonal scene showing in four colors, a Chevrolet model. The only advertising a small line stating model name and the Chevrolet seal. But, each page is perforated along the cloth tape top edge. On the back of each sheet are copy and illustrations *selling* the advantages of the new model. We understand that it has been very popular with the dealers—and it should be. It is perfect.

### **Board of Awards Appointed**

D.M.A.A. President F. B. Heitkamp has appointed a Board of Awards . . . to select monthly those campaigns, pieces, mailings, tests, etc. that deserve "the gold palm" for *direct mail achievement*. Names of judges will remain unknown.

Your reporter asks all readers to place the D.M.A.A. on your mailing list. Send us your regular mailings. Send us reports of your tests, your returns or anything unusual you do.

## **A SURVEY OF DIRECT MAIL**

(Continued)

vehicle—to be used for a definite, understandable, logical reason. No one should plan a campaign unless he knows all forms and for what they are best used.

**"Which of the following features do you consider most important to a direct mail piece? Idea, art work, color, physical format, copy, mailing list, printing, attention-getting devices?"**

How about the envelope, the enclosure, the photographs and such? Or is there any use worrying about it? Unless they are all important, nothing is right.

**"Which feature do you rely upon mainly for results? Dignity, novelty, both?"**

Brains would be helpful.

**"During the last year has your trend been toward—more art work—more color—less art work—less color?"**

**For the coming year will your trend be toward—more art work—more color—less art work—less color?"**

We give up. If you need art work, you use art work. If you don't, you don't—unless a good salesman gets you.

**"Does your art work utilize sex appeal to any great extent?"**

May the Lord protect us if all of the thousands so questioned decide that the answer *must* be Yes.

No wonder that some advertising agencies, national advertisers—and others uninitiated—think that direct mail is the bunk.

\* \* \* \* \*

Seriously, your reporter believes in research, in questionnaires, in digging for the facts. But, we question the advisability of asking foolish questions about a very serious and sensible form of advertising. And—what's more, a survey of direct mail is an industry job and not an individual undertaking.

Let's have an annual survey of direct mail. Who will prepare the Questionnaire?

## **HOW MUCH FOR DIRECT MAIL?**

The Advertising world has waited anxiously (?) for years . . . for some reliable index that would show the dollar volume of direct mail in relation to that spent for other media.

Now *Printer's Ink* (third week of each month) is printing an index prepared by former D.M.A.A. president Leonard Raymond.

Total volume for 1936 is indicated as \$266,010,365; total volume for 1937 as \$277,851,087. The amount for January 1938 is shown as \$21,939,891. If the figures are correct, the months of

(Continued)

# NOW LET'S GET DOWN

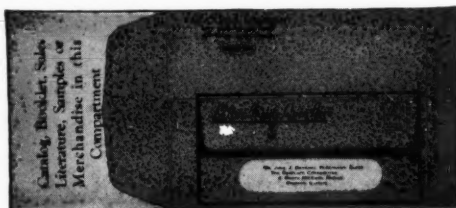
to brass tacks. Assume you've pulled the inquiry. Now the prospect wants more information. It isn't likely a letter will suffice; a catalog, booklet, folder, sample or illustration must be enclosed to give your sales message the proper punch!

**F**irst Class Postage on heavy, bulky sales literature is expensive.

Yet, to be most effective, this sales material should reach the prospect at the same moment your letter arrives. Otherwise, there is no "carry through" on the story you've told so carefully in your letter.

Why not

let your answer be Curtis Two-Compartment



12 Standard Sizes in  
Blind and Outlook Styles

## MONO-POST ENVELOPES

The two compartments in one unit make it possible to send a letter at first class rates and a catalog, booklet, sales literature, samples or merchandise at third or fourth class rates in one package, which reaches the buyer as a complete sales presentation.

## CURTIS 1000 INC.

Plants at  
**HARTFORD — ST. PAUL — CLEVELAND**

### Sales Offices

New York	Pittsburgh	Chicago
Boston	Milwaukee	Philadelphia
Indianapolis	Columbus	Minneapolis
Albany	Springfield	Syracuse
Elizabeth	Providence	New Haven

Clip this coupon and mail today!

Curtis 1000 Inc. (Write nearest plant)  
☐ Hartford ☐ St. Paul ☐ Cleveland

Gentlemen:

Please send me, without obligation,  
samples of MONO-POSTS.

Name.....

Firm.....

Address.....

R

## If You Want to Play Santa Claus — Use the Chimney, Not the U.S. Mails

Don't send any goods or service by mail unless you have a *definite order* from the addressee. Some mail order people in the past tried the stunt of sending goods unsolicited, and then asked the prospect to either return or pay up. It's "agin" the law.

Recently a baby chick expert, finding himself overstocked by reason of nature and low demand, sent out thousands of baby chicks to fictitious or undeliverable names. Under the regulations, the Post Master has to sell immediately at auction any undeliverable chicks for which the P.O. gets 10% commission and the mailer gets the balance. This stunt made the Post Office the involuntary merchandiser of baby chicks.

A recent item in the postal bulletin is interesting:—

### C. O. D. SHIPMENTS OF LIVE DAY-OLD CHICKS MUST BE BASED ON BONA FIDE ORDERS

Postmasters at offices where shippers of live day-old chicks are located are requested to advise any such shippers who are not fully informed on the subject that each c.o.d. shipment sent by mail must be based on a bona fide order for the contents thereof, or sent in conformity with an agreement made between the sender and addressee. The abuse of the c.o.d. service by shippers in sending live day-old chicks collect-on-delivery which have not been ordered may be construed as an attempt to defraud and as violation of the law.

Postmasters should report immediately to the Department the receipt of any unordered c.o.d. shipments containing live day-old chicks, including in such reports the full mailing particulars of the shipments involved. In this connection, attention is invited to article 75, page 189, of the July 1937 Postal Guide, and to previous notices which appeared on page 50 of the August 1937 and page 31 of the September 1937 Postal Guides.

Again we repeat — don't send unsolicited articles by mail. Don't use the mails for any "borderline" proposition. Help keep the mails *clean*, so that legitimate advertisers will get maximum returns. If any reader learns of a suspicious case—send the evidence to the Direct Mail Advertising Association for submission to Postal Inspectors.

## HOW MUCH FOR DIRECT MAIL?

(Continued)

March and October are the best (or heaviest) mailing months.

We believe that *some* index is better than *none* . . . but we also believe that the *Printer's Ink* figures are *too low*. They are based too emphatically on experiences in the mail order field where the unit piece cost is always low. We do not believe that proper consideration was given to the other forty-eight uses of direct mail for which more money is spent per unit. Nor do the figures embrace the thousands of cases which could properly be termed by the misnomer "direct mail" — but which have "controlled distribution direct to selected individuals", — not by mail.

The present index (counting out postage) would indicate that the printers, lithographers and letter shops of the country produce less than \$700 worth of direct mail per plant per month. What about the elaborate campaigns such as those of the three broadcasting chains (estimated alone at \$200,000 per year) the motion picture companies, or the oil, tire, utilities, pharmaceutical, appliance, insurance and automobile campaigns where the piece costs run into big figures? Those cases, we believe, outweigh the low unit cost of the direct sellers.

If you have thoughts on this subject, send them to us.

\* \* \* \* \*

We are not depreciating or discounting the intelligent and thorough work of Leonard Raymond. His method of break down for volume of units is logical and convincing. Our only complaint is the ultra conservative average unit cost in some classifications.

## TIM THRIFT DISCUSSES GENUS HOMO HOPELESS!

Tim Thrift, past president of the D.M.A.A., and one of its earliest boosters, is advertising manager of the Elliott Company in Cambridge . . . but he has an unusual hobby. He loves to put words together with type. So far as *your reporter* knows, Tim is the only individual in the world who writes a personal "house magazine" and produces it all by himself in his spare time . . . down in the cellar . . . just for the love of it. The back page of his little 4" x 6" 12 page monthly says:—

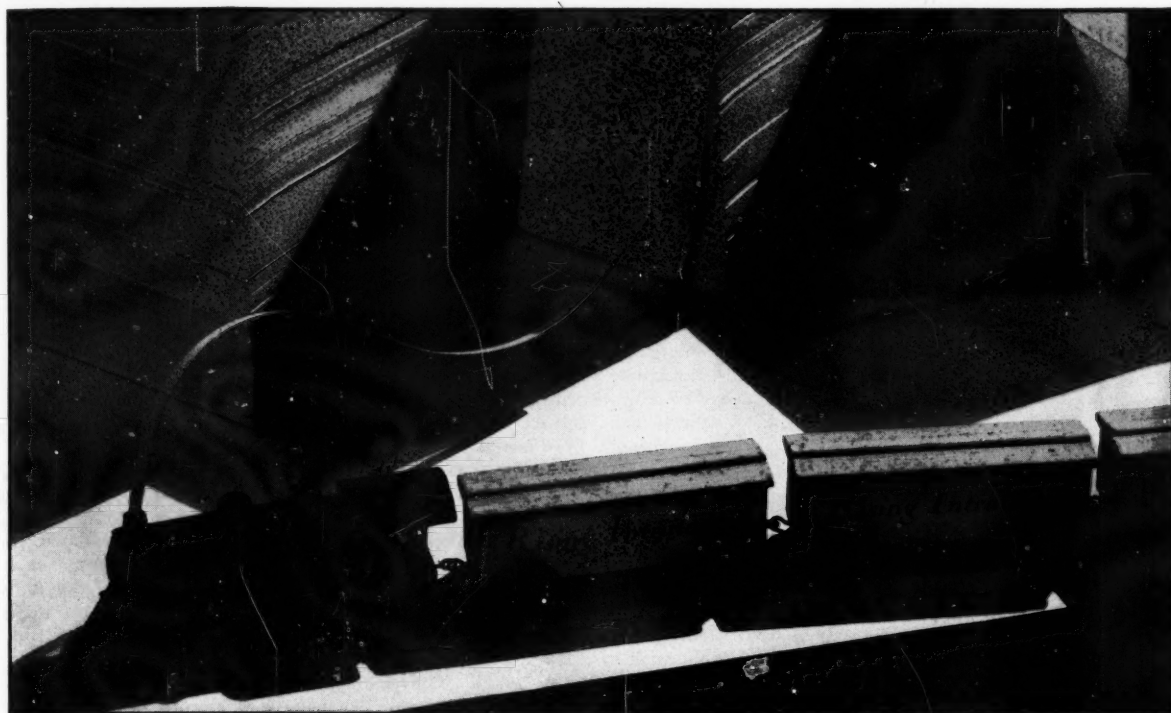
TIM TALKS is written, set into type and printed, monthly, for limited circulation, by Tim Thrift, at 64 Salisbury Street, Winchester, Massachusetts. It is sent free to personal and business friends. To others, \$1.00 a year. Extra copies (when available) 10c.

*Your reporter* feels honored by being on the "free list". Every issue is read word for word. (About 1500 words per issue.)

All of the past issues (now Vol. 3, No. 3) have editorial gems—but we recommend the March "lead" for its timely wisdom.

(Continued)





For beauty and economy in long runs

## *try* INTRALACE

It's easy enough to buy "price" in carload lots. But why not buy beauty as well? INTRALACE — a Rising contribution to thrifty high-grade advertising — offers a neatly checkered felt finish, a white and five colors which will particularly please you, and the character and appearance which come from good materials, pure artesian well water and craftsmanship in manufacture. If you haven't used INTRALACE, by all means try it — for long runs and short — for offset, water color, or letterpress — and convince yourself that economical direct advertising can profit by also being beautiful. For sample book, trial sheets, and prices, telephone your paper merchant, or write to the Rising Paper Company, Housatonic, Massachusetts.

● For all modern business usage, Rising also manufactures Olde Quill Deckledge, Red Lion Text, and a comprehensive range of Bonds, Writings, Ledgers, Indexes, and Wedding Papers and Bristols.

ONE OF THE



# RISING PAPERS ♦

## Chicago gets Next D. M. A. A. Convention

The 21st Annual Convention of the Direct Mail Advertising Association will be held in Chicago, Illinois at the Stevens Hotel on Wednesday, Thursday and Friday, September 28, 29, 30, 1938.

Since regional exhibits have been eliminated for this year, we wanted a location in a large city in a territory convenient to the largest number of people. After a thorough canvass, Chicago seemed to be the only logical selection. It answers every requirement.

The D. M. A. A. has accepted the invitation of the Chicago Association of Commerce. The Federated Advertising Clubs, the Direct Mail Club, the Chicago Graphic Arts Federation, the Western Paper Merchants Association, the D. M. A. A. local members and other contemporary groups will cooperate to make this one convention the high mark in D.M.A.A. Convention history.

Last year we experimented with Showmanship as a characteristic of Direct Mail and of convention management. Some people liked the symbolical methods, others did not. Some of the ideas tested were good, others obviously not. This year we are asking a well known advertising research expert to head our program committee. We will "questionnaire" the members and delegates to determine preferences in methods and subjects. With a desire to make a serious cold-blooded analysis of the structure and results of Direct Mail, the convention will be planned on conservative or professional lines—using only the best ideas from previous tests.

One of Kenneth Goode's suggestions as an implicit part of the colorful showmanship at Cleveland was the simultaneous announcement that the next convention, this 1938, would be an equally striking demonstration of cold clinical scientific efficiency, calmly stating principles and profitable figures with the dispassionate precision of a national bank examiner.

I forgot this in the excitement at Cleveland. To my regret. But I take double pleasure in making it now.

H. H.

## Tim Thrift Discusses Genus Homo Hopeless!

(Continued)

### GUTS AND GUMPTION

Guts isn't a pretty word, but it's the most comprehensive one I know about to describe what is lacking in a good many business men today who are going around with long faces and short hopes.

Any fool can get along when everything is prosperous and buyers are chasing sellers, but it takes a man with "guts" to see a business through, without fear or favor, when others either are rushing to cyclone cellars or teetering in the wind, waiting for someone, somewhere, sometime, some way to start something.

Things are still being pretty generally bought and sold, surprising as it may seem to some folks you meet.

The trouble with diminishing speed in industry is that it carries with it the tendency on the part of many business men to become both pathetic and apathetic. So long as they are wheeling along in high gear, with the engine functioning so beautifully that it rolls out the hills of obstructions to a straightaway, they are filled with the intoxication of the going, their spirits are high, they feel capable of traveling on and on forever.

Then engine trouble develops and the machine begins to slow down. It coughs, comes to a stop. Here is where the driver is put to test. Some start to tinker halfheartedly, experimenting here and there with this tool and that. They don't know much about the mechanics of the thing, anyway. Finally, they give up, decide to take it easy and wait until some more fortunate motorist comes along who will give them a tow.

Others don't even tinker. They merely wait for the lift. A few, understanding motors, investigate the trouble, make repairs, and start off again. Or, finding that they cannot do the job alone, seek experienced aid. They haven't time to wait for something to turn up. They're going somewhere and must be on their way again.

The other day I ran across a particularly pitiful—and, to me, pestiferous—specimen of the genus *homo hopeless*. There wasn't a rift in the clouds, a note in the lute, or a bone in the cupboard.

A few questions were revealing.

No, he hadn't paid any attention to the matter of determining what were his economic trading areas.

No, he'd never thought to make a more careful selection of customers from the standpoint of whether or not they were profitable as customers.

No, he hadn't given consideration to the minimum sized order that could be handled at a profit.

No, he didn't see the use of eliminating any of the items from his line because some of them were unprofitable and had to be carried by a few leaders. And so forth, and so on.

Don't get the notion that he is a pock-marked exception. His name is Legion. If you doubt this, go up the street, and down the street, in any old town, and investigate. Find out how many men in business—so-called *business men*—know enough about the motor car (to use the previous metaphor) they drive so cockily when business is good, to repair it and get it on its way again when it stalls.

That is to say, they know very little about the machinery under the hood of their automobile, and they know little more about the machinery that drives their business.

You'd be surprised at the number of people in business who don't know who buy from them, or where they come from, or why they buy, or what they want. To use another metaphor, they are catching business—when there is business to catch—like any dub can catch fish when he's in a school of them; but they don't know what the experienced fisherman knows—where to find fish when the fishing is poor; the bait to use and why, and how to hook them when they nibble.

All of which has what, you say, to do with you?

Well, suppose you decide that. I don't know your "guts" content.

Suggestion for House Magazine Editors: Pick this up and reprint. Your customers, prospects, employees (and perhaps your own officials) may welcome this advice.



*I Like to Specify*  
**GLATFELTER PAPERS**

•

Their quality helps to stimulate returns.  
from our direct mail advertising.

With Glatfelter prompt deliveries we can be  
assured of keeping well ahead of mailing  
schedules.

•

**P. H. GLATFELTER CO.**  
*Paper Manufacturers*  
**SPRING GROVE, PA.**

•

**Specialists in Book and Bond Papers**

•



## FOR 1938 . . . LARGEST ADVERTISING CAMPAIGN

Worthy of reporting are a few paragraphs from an article in the February, 1936, issue of "The Servel Salesman" . . . sensible, powerful house magazine (internal) of Servel, Inc., Evansville, Indiana.

Under the heading "What you can expect in 1938," it is good to read of a company which has faith in its country, its product, and advertising.

With so many people howling bloody murder, with many concerns, including producers and supplies of DIRECT MAIL (???) doing the usual ostrich-act of "cutting down on advertising"—this article is a welcome antidote for press pessimism.

Straight on through a major business depression, sales of automatic refrigerators continued to increase. Why? Because thousands of salesmen, like yourself, did not hang around their stores and wait for people to come in and buy. They got out into the homes and sold the need for modern automatic refrigeration. Despite alarming newspaper stories and pessimistic conversation in the street today, your possibilities of selling more Electrolux and increasing your income in 1938 are even brighter.

Note this:

To help you sell more Servel Electrolux during 1938 is the largest advertising campaign in the history of Servel, Inc. Over the radio, in the popular magazines, in the newspapers, on billboards, and with broadsides in the mail, the story of the permanently silent Servel Electrolux, the advantages of no moving parts, will be told again and again to thousands of men and women.

Who are these thousands of men and women—your prospects? They are the boys and girls that have grown up during the past few years, married and have established new homes. They are families who have not yet met the salesman (will you be the one?) who could impress them with the need for modern automatic refrigeration so they would buy.

### Letters and Enclosures . . . Best

Part of a letter from a member:—

We were especially interested in the Cosmopolitan campaign and the Radio Retailing letter and contents. The material sent out for Radio Retailing is similar to our type of direct mail. In other words, most of our direct mail consists of a letter and enclosures. We have found over a period of time that this gives us the best returns in new business. Occasionally we get out a broadside, but we do not send more than two broadsides out a year, since our complete mailing list runs well over 13,000.

## How to Increase Inquiry Returns FOUR TIMES . . . So we are told!

A well-schooled direct mail expert just visited *your reporter*—and was shown a galley proof of the article which tells of Mr. Ramsey's 10% return on the first 1938 mailing. (see page 5) After reading, your expert stated that he could have multiplied Mr. Ramsey's return by *four times*. How?

He reported two separate tests. One to a high class list to get inquiries for an expensive musical instrument. Another to a much lower class list on a medicinal preparation.

Half of each list received an "O.K. inquiry letter" (meaning prospect checked a sentence at bottom of letter and returned the entire sheet). On the other half of both lists, the letterheads were slotted at bottom. A small bridge pencil was inserted (added 1c cost each per piece).

The returns from both tests on two widely differing products and prospects showed that the letters bearing the *pencils* pulled four times greater than those without.

*Market Tip* . . . buy any good lead pencil stock immediately . . . if this idea catches on! *Your reporter's* information comes from sources usually reliable.

Serious Moral: Regardless of the power of your copy, lack of *action stimuli* will limit your returns. Make it easy for your prospect to answer or to act. The pencil described above was not only added showmanship, — it induced prospects to ACT.

## WARNING . . . on Sales Contests!!

If you are planning a sales contest in which *prizes* are to be given away . . . have your plan okayed by the Post Office.

Several cases have come to our notice in which the creators thought that they had a legal plan, went ahead with the printing only to discover that the pieces were not mailable.

You are not allowed to advertise by mail any contest in which the winning is dependent on *an element of chance*. A contest is legal "in the mail" only if the winning is dependent entirely upon skill. That is, you cannot advertise that the prospects can come to your store and deposit a signed coupon and that the number drawn from the hat will win a certain prize. You can, however, advertise that if the prospects come to your store and write a letter on what they think about your product or service, a board of judges will select the winner on the basis of the best entry.

Some of us feel that this law is not necessary and that it is a hindrance to *good business* but so long as the law exists it has to

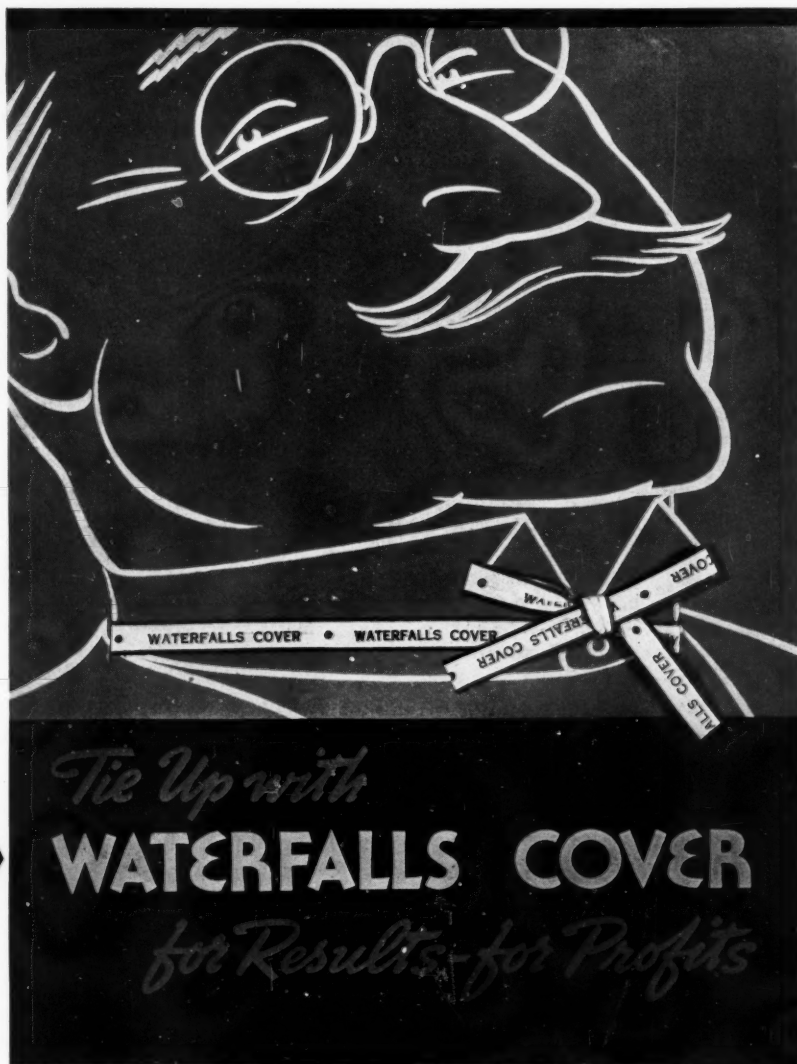
(Continued)

## NOVEL IDEAS FOR DIRECT MAIL ADVERTISING . . . .

Here is a helpful new portfolio of direct advertising ideas. It offers fresh, interesting treatments for booklets, folders and covers. You can use, or adapt the ideas, the illustrations, the effective color schemes, the interesting type arrangements.

You will want this portfolio. Write for your copy . . . and tie up with WATERFALLS COVER.

**SEND**  
FOR THIS NEW  
PORTFOLIO



What's this . . . just another paper sample book? Not on your life! This portfolio is different. It is fresh, dramatic, interesting . . . and above all, helpful. It presents ideas you can use—and a line of cover paper you can use, too. • WATERFALLS COVER offers real value. Low in cost, it registers high in appearance and strength.

Waterfalls Cover is rich looking, impressive. There are Nine Colors and White—three finishes—two weights—to choose from. Use Waterfalls on that next booklet, catalog or folder. • Write today, on your letterhead, for your copy of the new Waterfalls Cover Portfolio. No cost or obligation.



# WATERFALLS PAPER MILLS

21 EAST 40TH STREET — NEW YORK

MILLS - MECHANIC FALLS, MAINE

## How to Get Ideas!

The answer:—ask for them. The best method of asking is by mail. People like to be asked for . . . their advice.

On the D. M. A. A. Use Chart, index number 45 is headed "Research for New Ideas and Suggestions." The description reads:

"Direct Advertising Research is a powerful force in building sales. Direct Mail can be used to find market facts, to eliminate sales fumbling and to charter direct, profitable trails to sales. It furnishes all the important tools for sales research, to discover what to sell, how to sell it and to whom to sell."

Very few men know how to use direct mail for research. In fact, some advertising men are violently opposed to it (surely not because it eliminates those skilled person-to-person interviewers and prevents fat research fees?).

*Your reporter* will have more on the subject later.

Incidentally, before publishing this first issue—we mailed a special research bulletin to 175 individuals selected at random from our membership, and other friends. In it, we described our objectives and included this paragraph:

Starting with the first issue we want to have an "open forum". Do you have any thoughts or arguments sticking under your hat that you would like to throw into the ring? Do you have any suggestions for topics, departments, policies or objectives? Do you have any items of current interest? Do you have any questions? What are you doing that other members should know about? What do you think of the whole idea, anyway? What do you think about Direct Mail,—past, present or future? What can the D. M. A. A. do to do a better job? Has it done anything in the past worth talking about? What should be the theme of the next annual convention? What kind of a convention do you want? Are you satisfied with our selection of Chicago, September 28, 29, 30 at the Stevens? What are you doing to counteract whatever it is that's happening? Can you think of any other questions you can ask or answer?

To date we have about 174 replies with information, ideas, suggestions, kicks . . . all very helpful. *Your reporter* asks all readers to read the paragraph again . . . and to send in *your advice*.

## CONTEST WARNING

(Continued)

be obeyed. None of us want to see the mails cluttered up with fraudulent or unfair advertisements. We believe that the term "lottery" should apply only to cases where the participant in the lottery has to pay money for a ticket or chance. Sales contests (involving no purchases or skill) are simply an inducement to get prospects interested and to get their names and addresses. There is nothing fraudulent or deceptive about it. It is not gambling and to prevent it is another hindrance to business. But, no matter what *your reporter* may think . . . be careful that you don't have to throw away valuable printed material.

## You Must Watch Your Mailing List

The world moves fast . . . a new business opens . . . an old firm folds . . . wedding bells ring . . . a deed is signed . . . cement, plaster, studding become a home . . . a life begins . . . a feeble heart stops . . . around the corner from you there is a new prospect . . . or 2,000 miles away a customer is lost forever.

Your mailing list is made up of such human phrases, — not just dumb cards or plates.

Buckley, Dement & Company of Chicago is the authority for the following information. Information which, *your reporter* insists, should be tacked on the desk (*or driven into the head*) of every person who is handling a direct mail campaign.

Few business men appreciate the tremendous number of changes that are necessary in keeping a mailing list up to date at all times. The following list shows the percentage of change for twenty-five lines of business. These changes include not only concerns going out of business and new concerns that have started business during the year, but also changes in corporate names, changes in addresses and changes in financial rating.

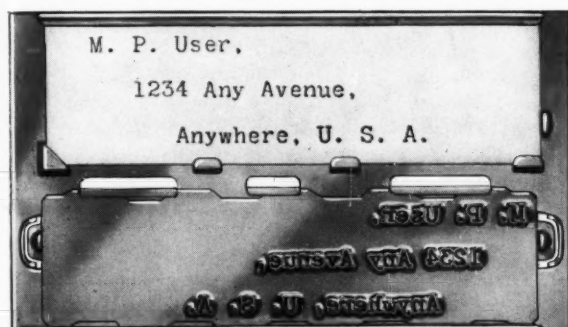
33% Auto accessory retailers	29% Men's clothing retailers
32% Delicatessens	33% Meat markets
27% Drug stores	33% Millinery stores
31% Electric shops	33% Cigar and tobacco retailers
21% Filling stations	22% Dry goods and department stores
25% Retail grocers	25% Manufacturers, over \$10,000
33% Radio dealers	33% News dealers
29% Floor covering and drapery stores	27% Retail florists
29% Shoe stores	31% Tailors
27% General stores	32% Furriers
31% Furniture dealers	28% Restaurants
31% Fruit and vegetable stores	29% Women's wear stores
31% Retail confectioners	

Moral: Don't be penny wise and pound foolish on your mailing list. Spend what it costs to get a good list and to keep it good. Get professional assistance. Study the sources of "change information" on your list.

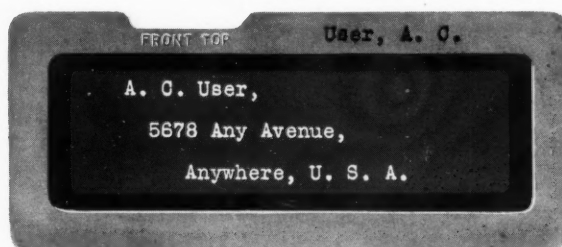


There are only two kinds of mechanical addressing equipment in the entire world and the differences in their addressing plates are *briefly* listed below.

## THE NOISY METAL PLATE SYSTEM



## THE QUIET ELLIOTT SYSTEM



*Five Piece construction.*

*One Piece construction.*

Frame made of metal with a soft metal address plate and an identifying paper index card inserted.

Frame made of *hard* fiber with center panel "typewriter stencible."

Geographically and alphabetically indexed with protruding tabs.

Geographically and alphabetically indexed by patented index *notches*.

Color indexed by protruding colored *tabs*.

Color indexed by using different colored *frames*.

Address embossed with a metal punching press.

**Address stencilled with a regular typewriter.**

Index at top printed from plate beneath it.

Index at top typed by typewriter.

Eight of these plates require one inch of filing drawer.

Twenty of these cards require one inch of filing drawer.

1,000 plates weigh up to 70 *lbs*.

**1,000 cards weigh 6 *lbs*.**

Flattens down in use—no guarantee.

**Guaranteed for 25 years daily use.**

Prints addresses that look "machine made."

**Prints a perfect imitation of typewriting.**

Cold, hard and sharp edged. *Operators wear gloves.*

As clean and pleasant to handle as *playing cards*.

Non-absorbent, so transfer ink, rust and oil.

Operators' hands are never soiled by handling.

Requires 210 seconds to prepare one address plate.

Any typist will stencil the above card in 30 seconds.

If slightly bent will jam in addressing machine.

So *flexible* it cannot jam in addressing machine.

Original cost per plate 5c each and up.

Original cost about 2c each.

Cost to change address 210 seconds' time plus supplies.

Cost to change address 30 seconds' time plus new blank.

Every operation is noisy and soils hands.

Every operation is quiet and clean.

**THE ELLIOTT ADDRESSING MACHINE COMPANY**

143 Albany Street

Cambridge, Mass.

## Capitalizing On Special Events

Use Index 35 on the D.M.A.A. chart reads as above heading appears.

Here is an illustration:—

The lead editorial, written by Ed Lambert, in a recent issue of the Tampa (Florida) Sunday Tribune stressed the importance of being well dressed.

Immediately, Wolf Brothers, Inc. (clothiers) of Tampa reproduced a clipping of the editorial and attached it to a general form letter which sounds suspiciously like sun-soaked Jack Carr . . . but which may give some of our readers an idea.

You are absolutely right, Ed Lambright! There's a world of wisdom in the words of your excellent editorial. It shows the sense of Solomon who, "in all his glory," was no slouch at "slickin' up"!

You tell 'em, Ed! A community is judged by the personal appearance of its citizens. Where you see men wearing a sour-puss you find the stream of business slowed down to sullen stagnation.

But when the leaders in the life, love and business of a community are cheerful, confident and careful of personal appearance . . . the town is "going places."

Wouldn't it be swell to see the whole darned town . . . steamed up . . . stepped up and DRESSED UP? We'd get somewhere!!!

Let's start with this ship-building stuff. Every able, efficient, energetic business leader can be a CAPTAIN . . . of his own soul and MASTER of his fate and DRESS the part.

Not sure, Ed, whether I got that last quotation quite right. But I'm sure of one thing at least. We're ready . . . now and all the time . . . to help Tampa and the men who make it . . . LOOK PRESENTABLE like you say.

Cordially and Confidently,

Harold . . . With Wolf Brothers

## Statistics to End Statistics

Showing that you can make figures prove anything—or that creative statistics make interesting house magazine material, *your reporter* reprints without further ado or apology, an item from Vol. 38, No. 1, of *Chats*, H.O. of Glatfelter Company.

The office master mind and morbid mathematician thinks the Government is trying to strain a gnat on the Wage and Hour Bill. "Forty hours a week," he says, "phooey!" Take a look at some statistics. Suppose a young man is out on his own at 21. Vital statistics indicate he then has 36 years of active life ahead of him. Thirty-six years means 13,140 days or 315,360 hours.

(Continued)

# HAVE YOU A PRE-CANCELLED STAMP IN YOUR HOME?

by EDWARD N. MAYER, JR.

Chairman, Postal Affairs Committee D.M.A.A.

On Tuesday, March 15, down in Washington in that "Circular" building called the Post Office, the powers that be, being pretty jealous of the Income Tax boys who were having a field day in their particular line, decided they, too, would see how much trouble they could cause unsuspecting mail users.

So, in rather abrupt english, the following order was issued over the signature of Ramsay S. Black, Third Assistant Postmaster General.

Third Assistant Postmaster General  
Washington, March 9, 1938

## PRECANCELED STAMPS

Hereafter postage stamps over the 6-cent denomination are not to be precanceled.

Precanceled stamps over the 6-cent denomination which postmasters have on hand in their offices may be sold until disposed of to persons or concerns holding permits to use precanceled stamps upon assurance that such stamps will be used on matter mailed in a short time.

Postmasters should take steps to ascertain the number of precanceled stamps over the 6-cent denomination which persons or concerns holding permits have on hand and how long it will take to use them. They should notify such permit holders that after the precanceled stamps on hand have been used, no more over the 6-cent denomination will be available.

*After the present supply of precanceled postage stamps over the 6-cent denomination is exhausted, precanceled stamps may not be used on any fourth-class matter, and in the case of mail of any other class, not more than one precanceled stamp should be affixed to any one piece of mail except where stamps of the correct denomination to pay the postage are not available at the post office.*

The words are Mr. Black's. The italics, my own.

At first glance the order looked innoxious enough. It seemed that the Post Office was going to take the trouble to cancel their own stamps on fourth class mail in the hopes that there would be no more lifting and re-using of these same stamps.

But, the more I read the order the more diabolical the whole thing seemed to be. It will delay service . . . and I know, also, and have facts and figures to prove it, that two 1/2c stamps affixed to a letter or circular will definitely increase the results of any particular mailing to homes and, with the exception of postage meter stamping will do

equally well when addressed to business offices.

A long time ago I learned that in any dealings with the Post Office the guy with the loudest holler usually got what he wanted — so we (The National Council, The M. A. S. A., The D. M. A. A. and many individual companies) "hollered" and in response to our complaints the Postal Bulletin of March 22nd carried the following amendment.

Third Assistant Postmaster General  
Washington, March 18, 1938

## PRECANCELED STAMPS

The effective date of the order of March 9, published in the Postal Bulletin for March 15, regarding precanceled stamps is hereby postponed to July 1, 1938.

This delay gives us about three and a half months to tell the Post Office individually and collectively, in no uncertain terms, how ridiculous this proposed change is. The more I think of it the more firmly I am convinced *there was some outside source behind this postal change*. Certainly the few stamps that may have been lifted from the parcel post packages, plus the few extra pennies it cost the Government to print two 1/2c stamps instead of one 1c stamp, could hardly compensate for the extra cancellation work the postal clerks will have to do. In addition, it is hardly conceivable that careful thought, unless it was *carefully guided thought*, could have been given to this order in the face of the facts the Post Office has about the length of time necessary to cancel stamps and the success of advertisers who have used two 1/2c stamps on a mailing piece.

I hate very definitely to inundate our friends in the Post Office with a lot of material showing them what this proposed change will mean, but I can see no other way in which we can hope to have this order rescinded.

So please take your trusty typewriter (or secretary if you prefer) on your lap and get off a hot letter to Mr. Black. I know darn well that if enough of us write him and tell him why this is a foolish order, he will rescind it before it ever becomes effective.

# Announcing . . .

# COMBINE-VELOPES

## THE LOW COST ONE UNIT MAILING

**Accepted on Face Value!**

**PACKARD LEKTRO-SHAVER**  
with the Smooth Round Head

**3 in 1 Form**  
Eliminates  
Folding and  
Collating  
Operations

**The Only**  
Electric Shaver  
with the smooth  
Round Head.

**And the**  
Patented 4-  
Way Shearing  
Action!

**Retails for**  
**\$15.00**  
AC - DC  
See List Price on next page.

**De Luxe**  
LEKTRO-SHAVER  
in color  
**Retails for**  
**\$16.00**  
See List Price on next page.

**copy and illustrations on both sides of this display copy flap**

**Delay!**

**HEAD . . .**

Patent has perfected this round head as an exclusive feature for Packard Lektro-Shavers. No other shaver has this cutter! With its smooth round head you can easily shave in and out of those difficult skin crevices, leaving your face with the smoothest, cleanest shave in the world.

**1. SUPERGAUGE:** The size of every Packard Lektro-Shaver's 4-way shearing head cannot vary more than 1/5,000 of an inch from the standard.

**2. HARDNESS TESTER:** The wearing part of every Packard Lektro-Shaver are made of special steel and subjected to special hardness tests.

**3. SHADOWGRAPH:** Here the teeth of a Packard Lektro-Shaver head are examined as shadowgraphed 2,000 times larger than natural. Faulty heads are easily identified and rejected.

**ORDER BLANK**

**DETACH ENVELOPE HERE**

**L. & C. MAYERS CO.,**  
545 Fifth Avenue,  
NEW YORK CITY N. Y.

**FOR SALE THESE \$1.00 ENVELOPES BE SENT** *Envelope stays with your sales story until ready for use*

Gentlemen:

On receipt of this order, please send me **for use**

☐ PACKARD LEKTRO-SHAVER #GE 8098—\$20.99 list\*

☐ Special Voltage if other than 110V. (Specify Voltage)

☐ De Luxe LEKTRO-SHAVERS in color @ \$22.00 list.\*

☐ Red ☐ Blue ☐ Cream ☐ Gray ☐ Lava \$22.00 list.\*

\*List prices are subject to catalog discounts 7 C. B. N. Y.

**DATE** \_\_\_\_\_

**Firm** \_\_\_\_\_ **Ship to** \_\_\_\_\_

**Street** \_\_\_\_\_ **Street** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_

**Signature of Person** \_\_\_\_\_ **PLEASE PRINT**

**Authorized to Sign** \_\_\_\_\_ **is enclosed with**

**Orders** \_\_\_\_\_ **State amount here.**

If this order is to be charged, add \_\_\_\_\_

All Prices F. O. B. New York. Add sufficient amount for postage and insurance (Average Co. \_\_\_\_\_ at Shaver.)

**regular or business reply form on face of envelope. (other side)**

### TEST ORDER FORM COMBINE-VELOPES !

AS A DIRECT MAIL PIECE to secure subscriptions, mail orders of all kinds, effect collections. Use the outside of the flap for your letter form, the inside for your order form, additional sales copy, illustrations of merchandise, etc.

AS A PACKAGE ENCLOSURE . . . sales story, order blank and envelope combination for re-orders, orders for allied products, sample offers, contest rules and entry blanks.

AS A CATALOG OR BOOKLET ENCLOSURE . . . keeps your reply envelope attached to the order form until used—cannot become lost or misplaced. Plenty of room in addition to order form

area to list and describe last minute catalog additions or "specials."

Combine-Velopes are available in three sizes of perforated display copy flap—6x9 1/2", 7 1/4 x 9 1/2" and 8 1/2 x 9 1/2", envelope size 3 1/2 x 6 with 3/4" sealing flap.

Let us Combine-Velope your current mailing! Just send us two samples of your present complete mailing unit and we'll show you how you can increase returns with a Combine-Velope presentation.

No obligation, of course . . . why not do it now!

## THE SAWDON COMPANY, INC.

230 PARK AVENUE BIND  
IN  
VELOPES NEW YORK, N. Y.

**BIND-IN-VELOPES**  
THE BOUND IN ORDER FORM ENVELOPE  
FOR MAGAZINES AND CATALOGS

**COMBINE-VELOPES**  
FOR EVERY  
DIRECT MAIL PURPOSE



## Statistics . . . (continued)

The average man spends this 36 years as follows:

Sleeping, 8 hours a day—105,120 hours or 4,380 days. Eating, 3 hours per day—39,420 hours or 1,642 days. Shaving, bathing, etc., 1 hour (conservative)—13,140 hours or 548 days. Going to and from wherever he is going to and from (2 hours)—26,280 hours or 1,096 days. Getting a hair cut (1 hour every 2 weeks)—960 hours or 40 days. Sick or otherwise incapacitated (1 week per year)—6,048 hours or 252 days. Reading the newspaper—6,570 hours or 272 days. Entertainment—hobbies—golf conventions, etc., 2½ hours per day—29,664 hours or 1,236 days. Totaling—227,202 hours or 9,468 days.

That leaves 3,672 days in which to work. But I almost forgot there are 52 Sundays, 10 holidays, and 52 half-day Saturdays, which eliminates 3,168 days. There are therefore exactly 504 days in which to actually work in 36 years. Figure it out for yourself—that's 6½ hours per week. A 40-hour week? Phooey! What do they think we are, slaves? "I don't know about that," piped up Sadie, the stenographer, "but 504 days is exactly 14 days or 2 weeks per year, which is my vacation time, so toodle-oo."

## STATEMENT OF PUBLISHER

Before me, a Notary Public, in and for the State and County aforesaid, personally appeared Henry Hoke, who, having been duly sworn according to law, deposes and says that he is the executive manager of the Direct Mail Advertising Association and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the REPORTER:

(1) That the name and address of the publisher is the Direct Mail Advertising Association, Hotel Pennsylvania, New York City. That the name of the Editor and Business Manager is Henry Hoke, Hotel Pennsylvania, New York City.

(2) That the officers and directors of the said organization are: Representing users—Ralph Leavenworth, Fuller & Smith & Ross, Inc., Cleveland, Ohio; K. E. Kellenberger, Union Switch & Signal Co., Swissvale, Pa.; D. F. Raihle (DMAA Vice-President), Hardware Mutual Fire Insurance Co. of Minn., Minneapolis, Minn. Representing Producers—Karl R. Koerper, Greiner-Fifield Litho Co., Kansas City, Mo.; George F. McKiernan, Geo. F. McKiernan & Co., Chicago, Illinois; D. Stuart Webb, D. Stuart Webb Company, Baltimore, Maryland. Representing Suppliers—Fred E. May (DMAA Treasurer), Rising Paper Co., Housatonic, Mass.; Frederick B. Heitkamp (DMAA President), American Type Founders Sales Corp., Elizabeth, N. J.; George L. Welp, International Printing Ink Corp., New York, N. Y. Representing Canadian and Foreign Members—P. G. Cherry (DMAA Canadian Vice-President), Might Directories, Ltd., Toronto, Ont. Representing West Coast Membership—Arthur W. Towne, Blake, Moffitt & Towne, San Francisco, Cal.

(3) That the purposes of the D.M.A.A. are to promote the mutual interest of users, producers and suppliers of direct advertising. It is a non-profit organization, operating solely as an educational clearing house of information for a great medium of advertising. Its membership consists of leaders in manufacturing, retailing, insurance and the graphic arts industry. Members receive continuous information by bulletins, case studies of successful results, special reports on separate phases of direct advertising, group studies, personal contacts with those who have applied direct advertising successfully, trade information, reports of conferences, representation in postal affairs concerning rates and regulations, and free personal consultation service, with full use of the only complete Direct Mail library.

HENRY HOKE, Executive Manager

Sworn to and subscribed before me this 22nd day of March, 1938.

WM. J. MILLER, Notary Public.

Certificate filed in New York County, Clk. No. 188, Reg. 8M13.

# FIRST CALL FOR 1938 LEADERS

Your reporter invites you to start planning to enter the direct mail campaign that proved most successful for you during 1937 and 1938.

Each year 50 campaigns out of the many submitted are awarded a place in the WINNERS by a competent Board of Judges.

Your campaign may consist of any number of pieces or parts—three pieces or fifty pieces—it makes no difference—just so long as the campaign as a whole produced results.

Your campaign may have been planned to help dealers sell more, to secure more dealers, to secure more consumer customers, to regain lost customers, to get direct orders, to help salesmen sell more, to produce better results during a special season, or for any of the 49 divisions of direct mail. Or, it may be just an all year 'round merchandising campaign. Its purposes may have been many, including coordination with other media, but the most important point considered by the Board of Judges is—DID IT BRING THE DESIRED RESULTS. (Note: In some types of campaigns, results cannot be determined in percentages or dollars. The word "Results" in such cases is defined as "accomplishment of objectives.")

## First Showing in Chicago.

The 50 winning campaigns will first be displayed at the 21st Annual Conference and Exhibit of the D.M.A.A. in Chicago, Ill., September 28, 29, 30. After that they will be featured at meetings held by advertising clubs in the United States and Canada.

The FIFTY DIRECT MAIL LEADER CONTEST is an important factor in the effort of the D.M.A.A. to emphasize the tremendous possibilities direct advertising offers and to encourage the use of well planned, well executed direct advertising.

Decide now to enter your campaign for consideration this year. If you win you will receive one of the handsome certificates of award which are given to those submitting the prize winning campaigns. Remember, it is DIRECT MAIL accomplishments . . . the RESULTS secured . . . that count in the final decision of the Judges.

## HOW TO ENTER YOUR CAMPAIGN FOR THE DIRECT MAIL LEADERS EXHIBIT OF 1938

1 The contest is open to all users of direct mail advertising,—provided the campaign does not advertise supplies, equipment, or service used in the production of direct mail. The contest is not limited to members of the D.M.A.A.

2 Closing date for entries shall be 5:00 P.M., September 10th, 1938. They should be shipped Express, prepaid, to Board of Judges, Direct Mail Advertising Association, Hotel Pennsylvania, New York.

3 Entries shall be mounted on heavy black cover paper or black cardboard sheets 20" x 26", folded once to form a 13" x 20" portfolio. Attractive colored covers of uniform design bearing name of the entrant will be supplied by the Association for all winning entries.

4 Two identical portfolios of each entry shall be submitted with the understanding that if chosen for the Direct Mail Leaders Exhibit eight additional identical portfolios will be supplied by the entrant. Awards will be made only when a written promise to comply with this proviso accompanies entry.

5 Specimens entered must have been used during the two years ending August 1, 1938, but no campaign shall be eligible for entry in more than one year.

6 Producers, with their clients' permission, may enter campaign prepared for their clients. The letter outlining the purpose of the campaign and results secured must be on the client's stationery and signed by an executive of the client's company. Awards will be made in the name of the actual user of the campaign. Producers, however, will be given certificates showing their names as producers of campaigns that win places in the exhibit.

7 The campaign shall be judged by a Committee of five to be appointed by the President of the Direct Mail Advertising Association, one of whom shall be a member of the Association's Board of Governors, and of the others, three shall be users of Direct Advertising and one a producer or supplier.

8 In picking winners for the exhibit the Judges shall allow not to exceed 50 points for results from the campaign; not to exceed 25 points for continuity, or cohesion, plan, etc.; and not to exceed 25 points for copy; 100 points shall be the highest number any campaign shall receive.

9 Each contestant shall submit a signed statement on his own letterhead as to costs, quantities, methods of distribution of the campaign, results, and any other information that may assist the Committee in judging the entry. In cases requiring confidential treatment—supplementary information may be given to the Judges—and this data will be kept confidential.

10 No member of the Board of Governors, nor anyone connected with the Association in any other official capacity shall be eligible to enter specimens for this exhibit.

11 All winning campaigns will be shown in the Educational Exhibit at the Direct Mail Advertising Convention, Chicago, Ill., Sept. 28, 29, 30, 1938. No specimens will be returned to entrants.

12 There shall be no appeal from the decision of the Judges.

Copies of all winners. (and entries) since 1929 are on file in Research Library of D.M.A.A. They are available on loan to members.

\* \* \* \*

Size or importance of company, pull, association membership, geographical location has no influence on your chance to be LEADER.

Board of Judges is changed every year. Judging occurs in a different city each year. Next month we will list the names of those who have won places in the leaders in the last four years.

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